

4.0 LAND USE PLAN

4.1 Regional Context

Chula Vista has reached a critical point in charting its future and defining its role in the San Diego County region. While our City has evolved as a largely residential, suburban community, it is now emerging as the dynamic hub of south San Diego County. Large tracts of land are available for master planned development in the east, while there is great potential to create infill development and increase urban vitality in the west. These two areas offer the opportunity for Chula Vista to create additional housing and jobs; improve our City's image; and add cultural and recreational amenities for our residents.

This General Plan organizes our City onto four planning areas - Southwest, Northwest, East, and Bayfront.

4.2 Area Plans and Planning Hierarchy

4.2.1 Area Plans

This General Plan organizes our City into four Planning Areas Southwest, Northwest, East, and Bayfront as shown on Figure 5-7. Each Planning Area has an Area Plan, which is incorporated within this Land Use and Transportation Element. Supplementing sections that address citywide issues and policies, the four Area Plans discuss issues unique to their particular area and present the planning policies to address those issues. Area Plans are found in Sections 8.0 through 11.0 of this element.

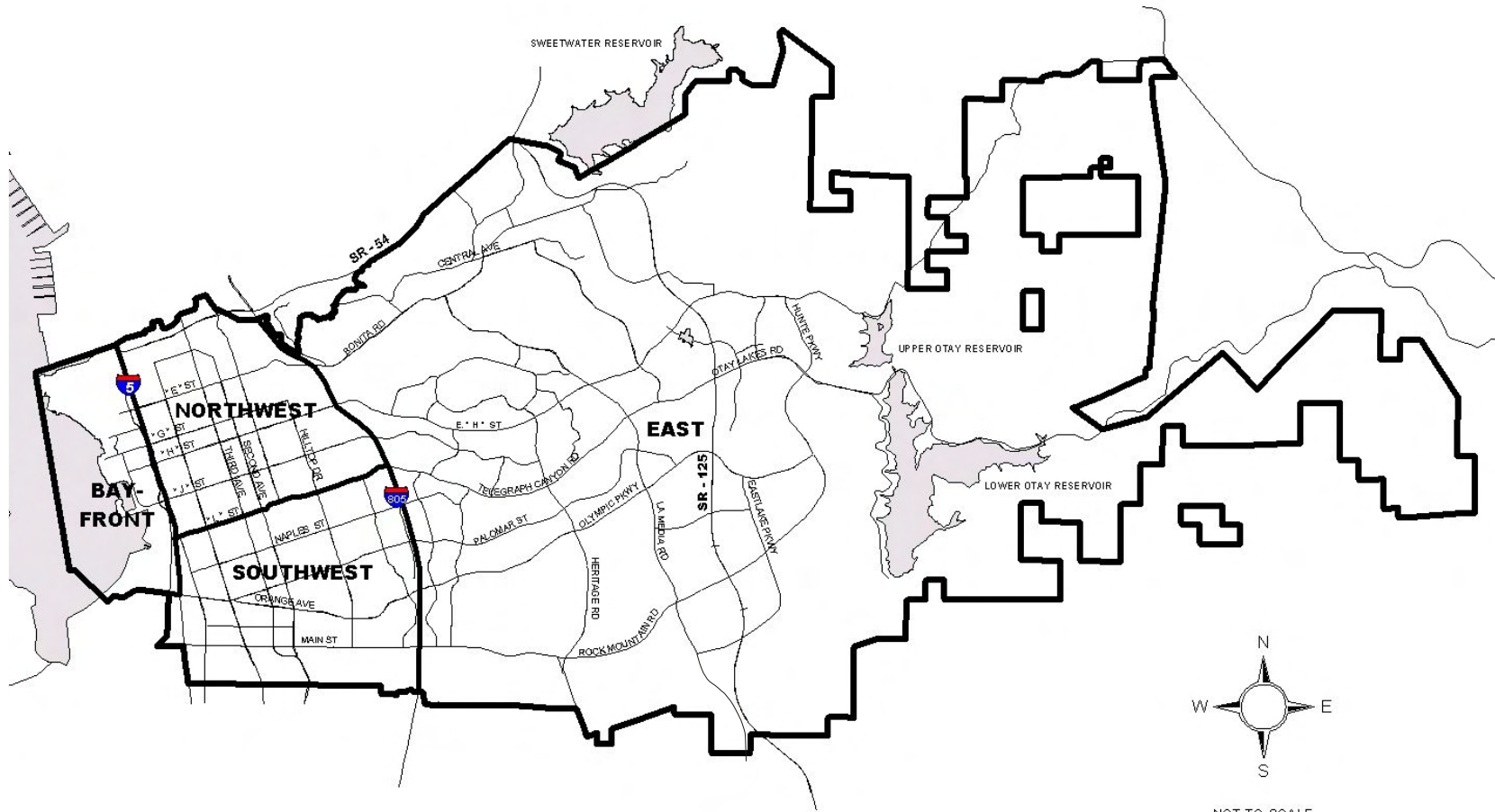
Chula Vista's previous General Plan had five Planning Areas, each with its own Area Plan. However, this General Plan combines some of the previous Planning Areas. The former Sweetwater and Eastern Territories have been integrated into the East Planning Area and the former Montgomery Planning Area is now a part of the Southwest Planning Area.

4.2.2 Planning Hierarchy

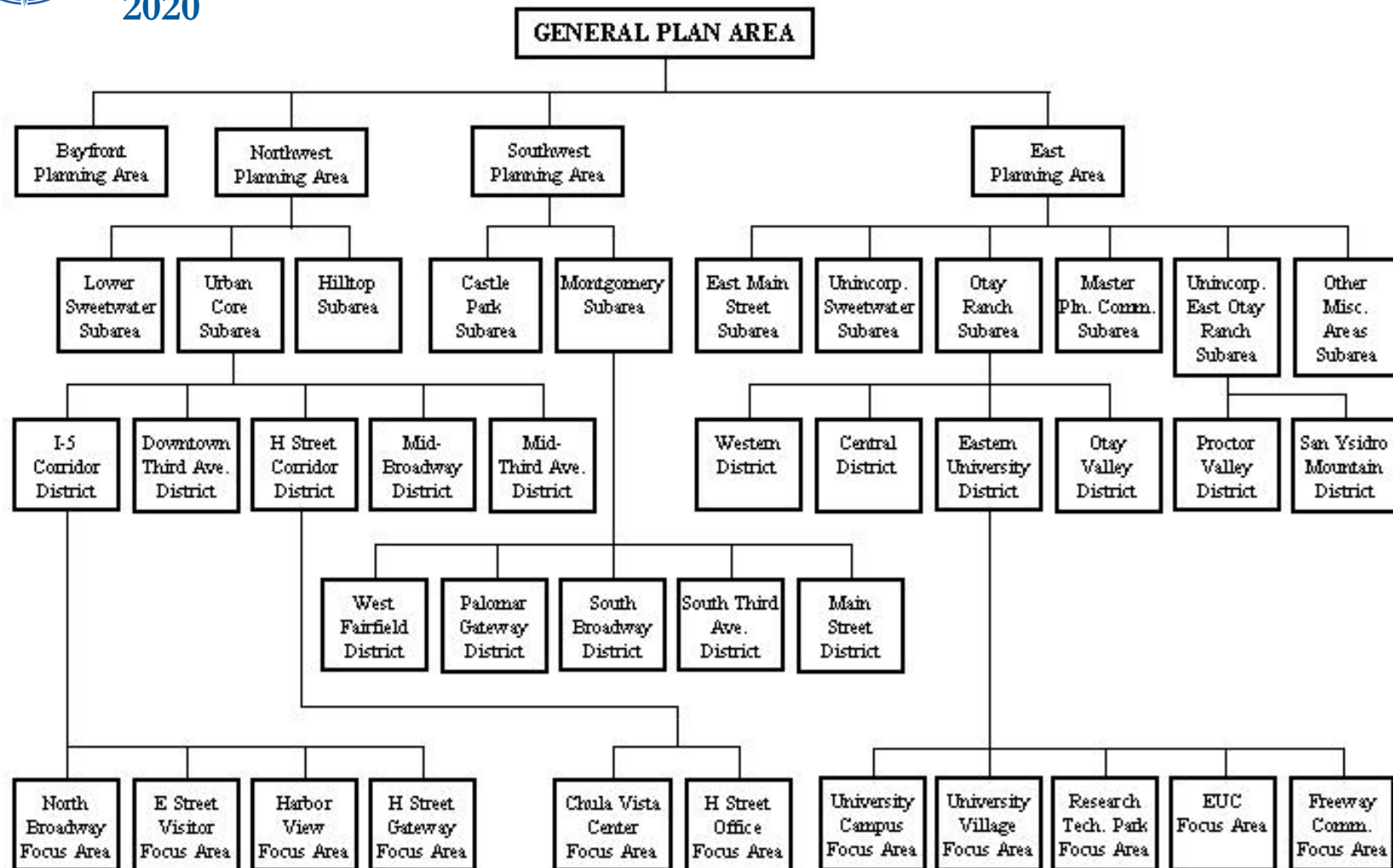
Several terms are used throughout this General Plan that organize the City into a hierarchy of geographic areas for discussion and policy purposes. From the largest to smallest areas, they are: Planning Area, Subarea, District, and Focus Area. A diagram of this hierarchy is shown on Figure 5-8.

Table 5-2 lists the various geographic areas and their respective hierarchy. The Area Plans found in Sections 8.0 - 11.0 have more detailed land use diagrams and specific policies addressing Districts and Focus areas.

Chula Vista Planning Areas



Planning Hierarchy



City of Chula Vista

General Plan Update

Figure 5-8 | LUT-#26

**TABLE 5-3
GEOGRAPHIC PLANNING AREAS ADDRESSED IN AREA PLANS**

SOUTHWEST PLANNING AREA		
Subarea	District	Focus Area
MONTGOMERY		
	South Third Avenue Corridor	Same as district
	South Broadway Corridor	Same as district
	Main Street Corridor	Same as district
	Palomar	Same as district
	West Fairfield	Same as district
NORTHWEST PLANNING AREA		
URBAN CORE		
	Interstate 5 Corridor	<ul style="list-style-type: none"> ▪ North Broadway ▪ E Street Visitor ▪ Harbor View ▪ H Street Gateway
	Downtown Third Avenue	Same as district
	H Street Corridor	<ul style="list-style-type: none"> ▪ Chula Vista Center ▪ H Street Office
	Mid-Broadway	Same as district
	Mid-Third Avenue	Same as district
EAST PLANNING AREA		
OTAY RANCH		
	Western	Same as district
	Central	Same as district
	Eastern University	<ul style="list-style-type: none"> ▪ University Campus ▪ University Village ▪ Eastern Urban Center ▪ Freeway Commercial ▪ Regional Technology Park
	Otay Valley	
FASTER PLANNED COMMUNITIES	Includes Rancho del Rey, EastLake, Sunbow, San Miguel Ranch, Rolling Hills Ranch, Bonita Long Canyon, and Otay Ranch Villages 1, 1 West, 5, 6 and 11.	
MAIN STREET		
UNINCORPORATED SWEETWATER	This Subarea is completely located within the County of San Diego and includes the Bonita and Sweetwater neighborhoods.	
UNINCORPORATED EAST OTAY RANCH	This Subarea is completely located within the County of San Diego and includes the San Ysidro Mountain District and the Proctor Valley District.	
OTHER MISC. AREAS		

4.3 Smart Growth Principles

This General Plan will provide guidance to citizens, developers, City staff, and decision-makers over the next 25 years, through the Year 2030. It pays particular attention to “Smart Growth” principles being promoted throughout the country, California and our region. While there is no single definition of “smart growth” that everyone embraces, there are certain common elements.

Smart Growth principles are incorporated in to this General Plan's Vision and Themes

The basic smart growth principles are summarized as follows:

- Provide a mix of compatible land uses
- Take advantage of compact building design
- Create a range of housing opportunities and choices
- Create walkable neighborhoods
- Foster distinctive, attractive communities with a strong sense of place
- Preserve open space, natural beauty, and critical environmental areas
- Strengthen and direct development towards existing communities
- Provide a variety of transportation choices
- Make development decisions predictable, fair and cost effective
- Encourage community and stakeholder collaboration in development decisions

The City of Chula Vista has already undertaken planning efforts that serve to implement Smart Growth principles, such as the village concept for Otay Ranch. Smart Growth principles are incorporated in to this General Plan's Vision and Themes, which guide the Land Use Plan and provide the basis for many of the Land Use and Transportation Element's policies, including the Area Plans.



4.4 Urban Framework - Present and Future

Chula Vista's urban framework consists of its circulation network, pattern of unique and complementary neighborhoods and districts, and open space system. Specifically, it consists of the Bayfront Planning Area; the Northwest Planning Area, which includes the Urban Core Subarea; the Southwest Planning Area, including the Oxford Town Focus Area; and the East Planning Area's Olympic Training Center, master planned communities, future Eastern Urban Center, university and Regional Technology Park. In addition, the urban framework includes other activity centers with city-serving land uses that tie the community together. The activity centers include areas with a high concentration of jobs, shopping centers that serve local and/or regional needs, significant community gathering places, and major commercial and transit corridors. Figure 5-9 shows activity center locations, the Urban Core Subarea, and commercial corridors.

Surrounding residential areas and a substantial open space network including the Chula Vista Greenbelt, The Chula Vista Greenbelt (see Figure 5-4), a 28-mile open space system encircles the community, helps to physically define the City; provides a sense of place and unique identity; provides for the conservation of sensitive plants and animals; and provides a break in the urban development pattern with scenic views and recreational open space.

All of these components direct future growth patterns, while preserving the natural environment. Commercial and/or transit corridors (see Figure 5-9) that help to link and connect the community include:

- Broadway
- Third Avenue
- H Street
- E Street
- Palomar Street
- Main Street
- Eastlake Parkway

Community activity centers, shown on Figure 5-9, include:

- Bayfront - west of Interstate 5, overlooking the San Diego Bay.
- Downtown Third Avenue in the Urban Core, mixed use areas on both sides of Third Avenue between E Street and H Street
- Chula Vista Center in the Urban Core, on the south side of H Street east of Broadway
- Oxford Town Focus Area in the Southwest Planning Area, in the vicinity of Third Avenue and Oxford Street
- Palomar/Broadway Commercial Area in the Southwest Planning Area, in the vicinity of Broadway and Palomar Street
- Terra Nova in the East Planning Area, the area east of Interstate 805 and south of East H Street
- Bonita in the East Planning Area, along Bonita Road between Willow Street and Otay Lakes Road
- Sharp Hospital Medical Complex in the East Planning Area, the area surrounding the hospital east of Medical Center Drive
- Southwestern College in the East Planning Area, at the southwest quadrant of East H Street and Otay Lakes Road
- EastLake In the East Planning Area, the EastLake Village Center and surrounding commercial area in the vicinity of Otay Lakes Road and Eastlake Parkway
- Eastern Urban Center
- Future University in the East Planning Area, on the east side of State Route 125 and south of Hunte Parkway
- Olympic Training Center in the East Planning Area, the training center and adjacent commercial areas along Olympic Parkway, near Lower Otay Lake
- Rancho del Rey
- Broadway Corridor

- South County Regional Complex
- Gateway
- Scripps Medical Complex
- Regional Technology Park
- Civic Center Complex comprising City Hall, the Civic Center Library, the police station, and the Parkway Recreation Complex in Memorial Park (gym, community center, pool)

Development is directed primarily to transit or commercial corridors, multi-family areas, vacant lands, and underutilized areas.

4.5 Land Available for Development

This General Plan takes two approaches towards accommodating future growth.

Infill development and redevelopment is directed to the Northwest and Southwest Planning Areas west of Interstate 805 to efficiently use existing infrastructure, increase residential densities, take advantage of existing and future transit, and revitalize existing commercial areas.

In the East Planning Area, east of Interstate 805, development will continue to occur in master planned communities that are designed to support regional transit service; provide neighborhood and regional commercial areas; offer a variety of housing opportunities; provide a Regional Technology Park and university; and will require new infrastructure, including roads, utilities, and community parks.

4.6 Focused Areas of Change and Preservation of Stable Residential Neighborhoods

Shaping Chula Vista's future involves designating areas considered appropriate for increased development. Development is directed primarily to transit or commercial corridors, multi-family areas, vacant lands, and underutilized areas. This targeted development will be well-designed, compatible with adjacent areas, and contribute to the continued vitality of Chula Vista's economy.

Recognizing the importance of preserving and protecting Chula Vista's stable residential neighborhoods, this General Plan distributes targeted types of development to designated Focus Areas of change, where higher density and higher intensity development will create mixed use urban environments that are oriented to transit and pedestrian activity. These Focus Areas are located in portions of the Northwest, Southwest and East Planning Areas, as shown on Figure 5-10. They are parts of our City where new growth or redevelopment can best be accommodated because of transportation choices and opportunities for mixed use development or higher housing densities.

In general, no changes are proposed for stable single-family residential neighborhoods. Some change is considered in select small areas, where revitalization could enhance the surrounding neighborhood, such

as a stagnant commercial center where reinvestment is desirable to make the area an asset to and supportive of the surrounding neighborhood.

The Area Plans (Sections 8.0 - 11.0 of this element) include Focus Area discussion, diagrams, and detailed policies regarding development of the Focus Areas. Where General Plan changes are not proposed, infill and revitalization activities may still occur.

In general, no changes are proposed for stable single-family residential neighborhoods.

4.7 Density/Intensity

State General Plan law requires the Land Use Element to indicate the standards for building intensity (i.e., residential densities and non-residential building intensities) allowed in the City. This Land Use and Transportation Element has 24 land use designations. Each designation allows certain land uses and establishes corresponding density/intensity levels, as applicable (refer to Table 5-4 General Plan Land Use Designations and Zoning). For certain land use designations, such as those in the mixed use category, guidance on density and intensity is found in the policies of each Area Plan.

4.7.1 Residential “Density”

The term “density,” in a land use context, is a measure of the desired population or residential development capacity of the land. Residential density is described in terms of dwelling units per gross acre (dwelling units per acre); thus, the density of a residential development of 100 dwelling units occupying 20 gross acres of land is 5.0 dwelling units per acre. A dwelling unit is a building or a portion of a building used for human habitation and may vary considerably in square footage size, from small apartments, such as 600 square feet, to large single-family homes exceeding 5,000 square feet. Gross residential density is defined as the area devoted to residential use, including dedicated neighborhood parks, plus local serving streets and alleys, but exclusive of arterials having more than four lanes. For purposes of calculating population, an average number of persons per acre is calculated for the residential designations, and is based on Chula Vista’s average household size of 3.33 persons per single-family unit; 2.58 persons per multi-family unit; and 1.99 persons per mobile home dwelling unit. This factor is revised from time to time to reflect regional housing habitation trends.

4.7.2 Non-Residential “Intensity”







The term “intensity” refers to the degree of non-residential development based on building characteristics such as height, bulk, floor area ratio, and percentage of lot coverage.

Floor Area Ratio (FAR) is a common expression of non-residential land use intensity. The FAR results from dividing the total gross floor area of all buildings on a lot by the total area of that lot. For example, a building with 5,000 square feet of gross floor area on a 10,000 square foot lot would have a FAR of 0.5, while a building with 20,000 square feet of floor area on the same lot would have a FAR of 2.0. Higher FARs generally indicate larger buildings and/or more stories. See Figure 5-11 for examples of various FARs and their potential site arrangement.

The term “density,” in a land use context, is a measure of the desired population or residential development capacity of the land.

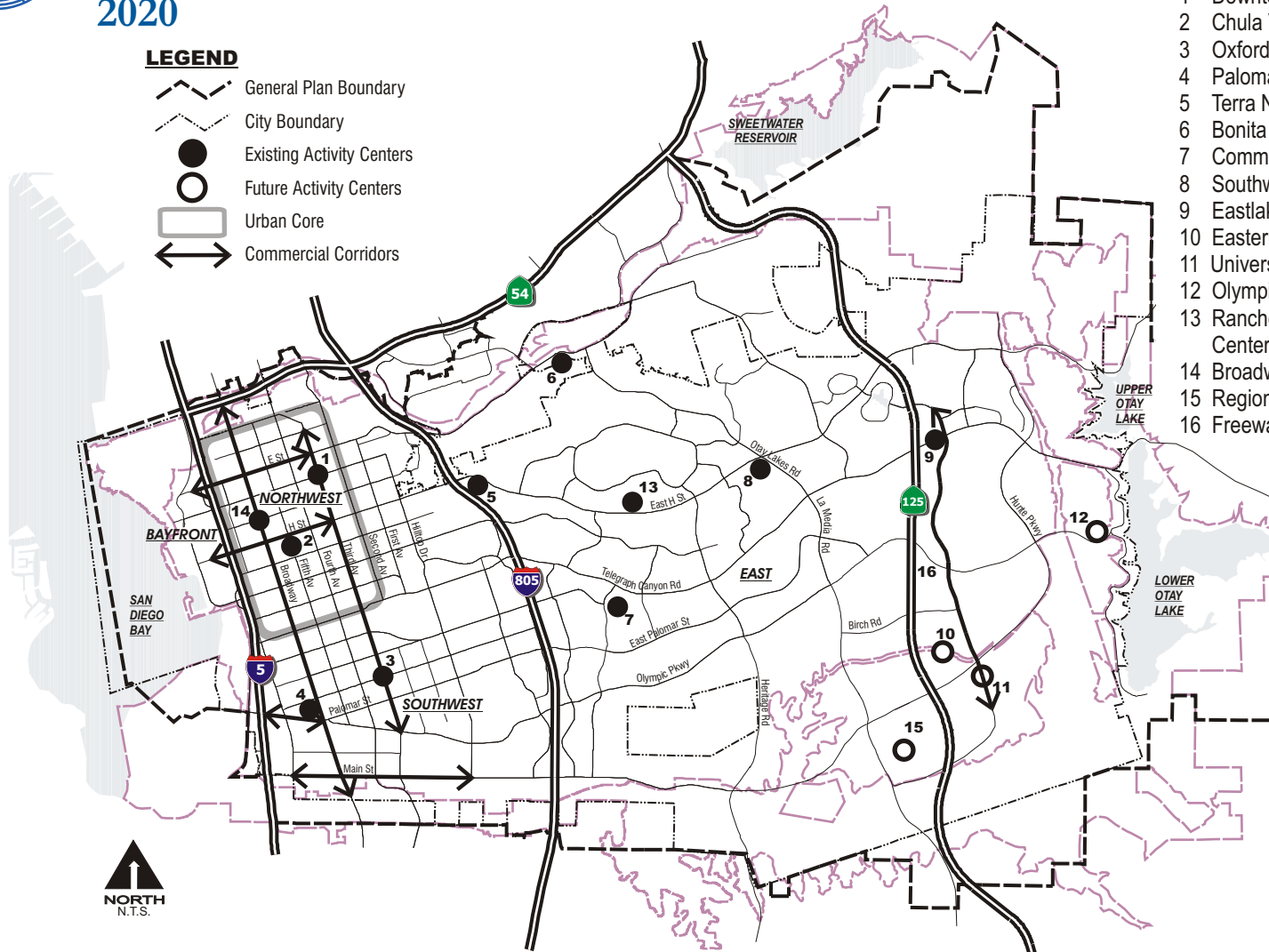
Activity Centers

LEGEND

-  General Plan Boundary
-  City Boundary
-  Existing Activity Centers
-  Future Activity Centers
-  Urban Core
-  Commercial Corridors

Activity Centers

- 1 Downtown Third Avenue
- 2 Chula Vista Center
- 3 Oxford Town Focus Area
- 4 Palomar Street Commercial
- 5 Terra Nova Plaza
- 6 Bonita
- 7 Community Hospital
- 8 Southwestern College
- 9 Eastlake Village Center
- 10 Eastern Urban Center
- 11 University
- 12 Olympic Training Center
- 13 Rancho Del Rey Shopping Center
- 14 Broadway
- 15 Regional Technology Park
- 16 Freeway Commercial



City of Chula Vista

General Plan Update

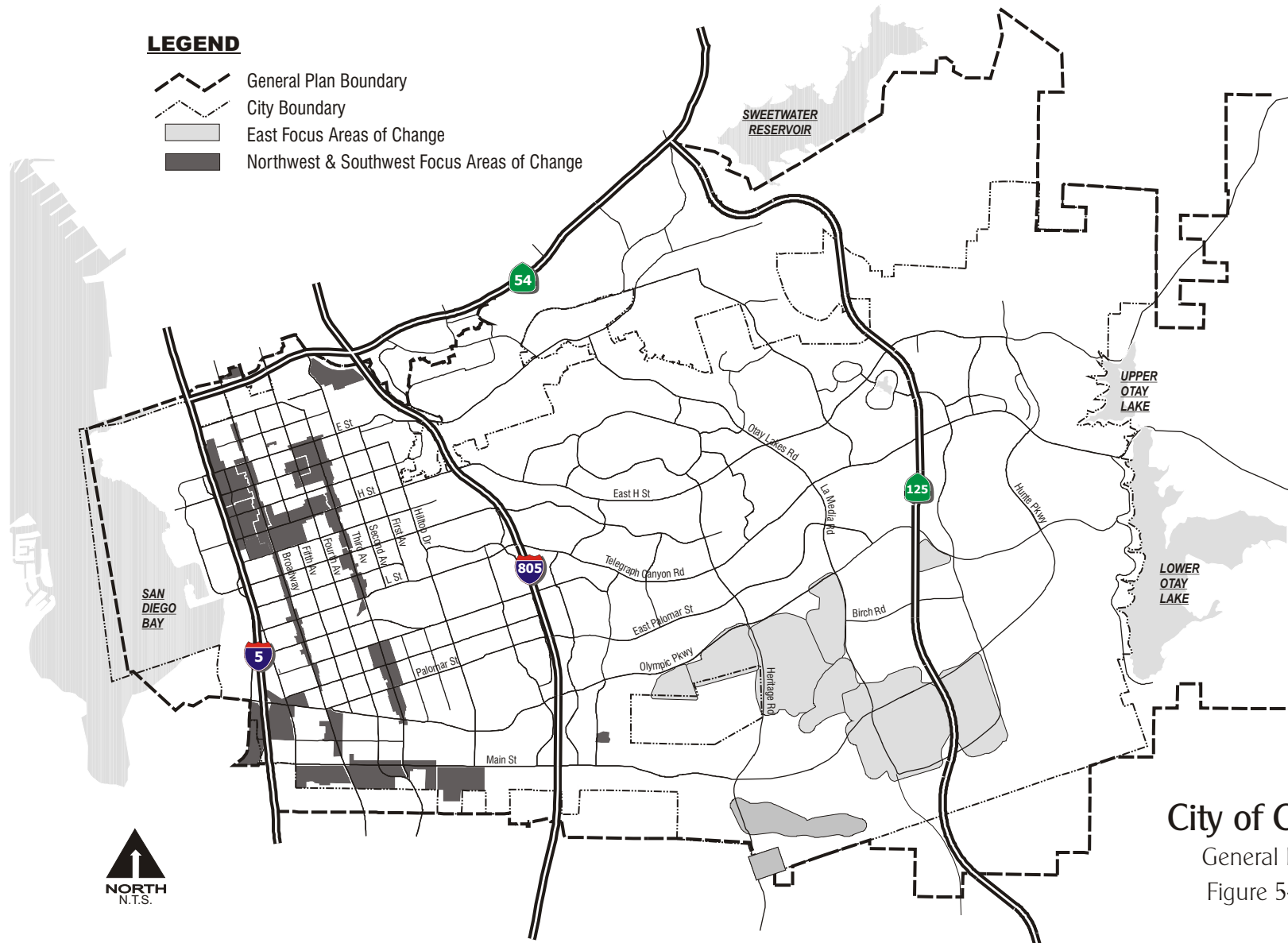
Figure 5-9 | LUT-#33



Focus Areas of Change

LEGEND

- General Plan Boundary
- City Boundary
- East Focus Areas of Change
- Northwest & Southwest Focus Areas of Change



City of Chula Vista

General Plan Update

Figure 5-10 | LUT-#34

Allowing all parcels to be developed to the maximum FAR or density allowed within a density range is not the intention of this General Plan. The intention is to reflect a maximum development envelope or density range under appropriate conditions, and in accordance with applicable more detailed zoning regulations. There are many factors that may limit, or affect a development achieving the maximum density or FAR on a specific parcel, resulting from a parcel's physical limitations, the City's zoning requirements, and how a developer chooses to address the function and design of the development. These factors may include, but are not limited to the following:

- Parcel size
- Height limits
- Lot coverage allowed
- Requirements for setbacks, landscaping, and open space
- Provision of required pedestrian-oriented and transit-oriented amenities
- Development standards and design guidelines
- Type of parking provided surface, below grade, or structured
- Adjacency to sensitive land uses, such as single-family neighborhoods

Actual FARs on a parcel by parcel basis may vary from the area-wide FARs referenced by policies for various Focus Areas, provided that the predominant building height intents are not exceeded. There are also opportunities for property owners/developers to achieve increased density and/or FAR within a particular General Plan range through use of an incentive program that would be implemented by the City. This topic is further discussed in Section 7.12, Relationship of Density/Intensity to Amenities, of this element.

4.7.3 Height

This General Plan uses three terms to define basic categories of building heights:

- Low-rise: 1 to 3 stories
- Mid-rise: 4 to 7 stories
- High-rise: 8 or more stories

These height ranges identify the predominant building height intended for a particular area.

Height variations of one to two stories may occur within a particular area's identified height range, provided the predominant height character is maintained. Consistent with these General Plan intentions, actual allowable building heights and the extent of any variations within particular areas will be governed by the applicable zoning regulations and/or design guidelines for such areas.

4.8 Land Use Designations

General Plan Land Use Designations are for general planning purposes. They describe a range of land uses that reflect different General Plan policies related to the type, location, density and intensity of development. In addition to the density or intensity included in the Land Use Designations of this element, the Area Plans for Chula Vista (Sections 8.0 - 11.0 of this element) include policies that further address the density or intensity (dwelling units per acre or floor area ratio) that is envisioned for each Planning District and their Focus Areas.

Mixed Use development brings people closer to what they need on a daily basis and provides more choices to both residents and workers.

The Land Use Diagram for Chula Vista illustrates the general pattern and relationship of the various land uses in the year 2030 (Figure 5-12). The Land Use Diagram illustrates six broad categories of land use, encompassing a wide range of residential, business and public uses. The land uses are broad enough to provide flexibility when implementing the General Plan, and sufficiently clear in providing direction to apply subsequent, more detailed zoning designations. Table 5-4 summarizes the land use categories, along with their allowable ranges of density and intensity. Typical uses associated with each broad category are summarized below.

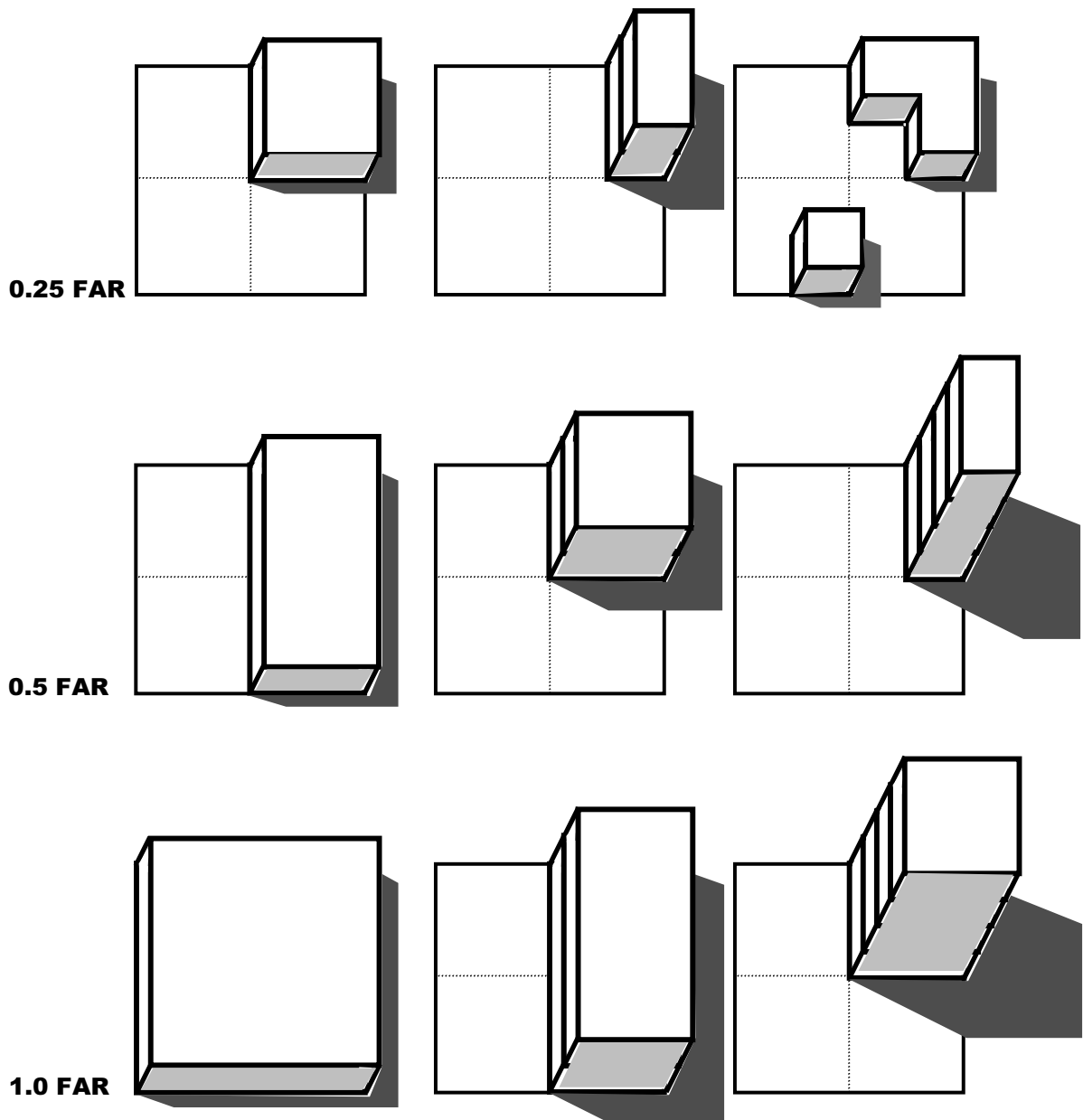
The relationship between the General Plan Land Use Designations and zoning districts is also shown on Table 5-4. This table indicates how properties should be zoned to be consistent with the General Plan Land Use Diagram. An amendment to the Zoning Ordinance will be needed to revise zoning districts or to add new ones. Any Land Use Designations inconsistent with existing zoning will require rezonings, subsequent to adoption of this General Plan. The Urban Core Specific Plan will be the vehicle for some of the rezonings.

This General Plan introduces a new type of land use to the City -- mixed use, which is actually the return of a traditional type of development that was common until the 1950s. The basic premise behind mixed use is to combine complementary uses to create beneficial results. Mixed use development brings people closer to what they need on a daily basis and provides more choices to both residents and workers, so driving is not the only option to buy groceries, rent a video, or get to work. It allows an area to be useful for a longer portion of the day than single-use developments. Additionally, mixed use areas are a more efficient use of land and public infrastructure.

Major benefits of mixed use development is that people can drive less (which reduces traffic congestion and improves air quality) and walk more (which creates increased health benefits, safer streets, and allows greater social interaction). Economic benefits are realized by residents who have lower commute costs, employees who can easily run errands during lunch or after work, and the small businesses and restaurants who serve both area residents and employees. When mixed use development is located within a short walking distance of public transit service, there is a larger potential ridership base so more frequent service can be provided.



FAR Diagrams



$$\text{Floor Area Ratio (FAR)} = \frac{\text{Gross Building Area}}{\text{Lot Area}}$$

EXAMPLES OF FLOOR AREA RATIOS (FAR)

City of Chula Vista

General Plan Update

Figure 5-11 | LUT-#37

LAND USE AND TRANSPORTATION ELEMENT

CHAPTER 5

There are three new mixed use designations: Mixed Use Commercial, Mixed Use Residential, and Mixed Use Transit Focus Area, all of which are defined in Section 4.8.4, Mixed Use Category, below.

4.8.1 Interpreting the Land Use Diagram

Boundaries. The Land Use Diagram is a graphic expression of the General Plan's land use objectives and plan proposals. The diagram is not intended to be a precise map of the City, but a generalized expression of patterns of land use, circulation, and public services. In particular, the Land Use Diagram should not be relied upon to resolve issues of exact scale and distance. The boundaries of specific areas of land use require interpretation with respect to underlying topographic features, environmental characteristics, and existing land use.

Density/Intensity. Because the General Plan land use designations describe a range of land uses and development intensities in a relatively large area, such as within a District, they are not intended to be used as standards to determine the allowable density or intensity on a specific parcel. Allowable densities, intensities and land uses in each area at a parcel-specific level are established in the more detailed and specific zoning ordinance, or other planning regulatory documents, such as Specific Plans, General Development Plans, Sectional Planning Area (SPA) Plans and/or Precise Plans.

Guidance for the establishment of regulatory densities, intensities and character of land uses is further defined through objectives and policies in Section 7 of this element, and for particular geographic areas, through further objectives and policies listed in each Area Plan (Sections 8.0 - 11.0 of this element). Specific policies address topics such as Uses, Intensity/Height Compatibility and Edges, Design, and Amenities, among other things.

Non-sited Uses. The use of a "floating symbol" on the Land Use Diagram, which is represented by a round dot colored with a specific land use, indicates that a future type of land use or public facility is planned in the approximate area but has not yet been sited. Examples include a park or school, in the case of public facilities, or a visitor commercial area for a resort, in the case of land uses.

4.8.2 Residential Category

There are six residential designations that provide for a full range of housing types. Residential designations are based on density (as defined in Section 4.7.1). Densities below eight units per acre usually consist of detached, single-family homes, while higher densities usually consist of attached units, such as duplexes, townhouses, row homes, apartments, condominiums, co-ops and co-housing.

Each residential land use designation is based on "gross density," which is the area devoted to residential use, including dedicated neighborhood parks, local serving streets and alleys, and excluding arterials having more than four lanes.

The Land Use Diagram is a graphic expression of the General Plan's land use objectives and plan proposals.

LAND USE AND TRANSPORTATION ELEMENT

CHAPTER 5

Development within each designation is expressed as a density range (both minimum and maximum), but this General Plan does not assume a preferred density within the range. Generally stated, any assumed density would begin at the minimum and may move toward the maximum, based on a project's on- and off-site considerations and context. Development standards established in the Zoning Code or other regulatory documents, such as Specific Plans, will further identify where, within each range, a particular project density will be determined, and pursuant to what standards and requirements.

The Medium-High residential designation is intended for multi-family units such as townhouses and garden apartments.

Provisions for the potential clustering of residential development under certain circumstances are provided in Section 7.13 of this element.

Low Residential

The Low Residential designation is intended for single-family detached dwellings on large rural, estate-type lots, with densities ranging from 0 to 3 dwelling units per gross acre. This character predominates in existing residential neighborhoods within and adjacent to Sweetwater Valley. This is also the appropriate residential land use for areas with relatively steep slopes. At an average of 3.25 persons per unit, population density in this designation would be up to 9.8 persons per acre.

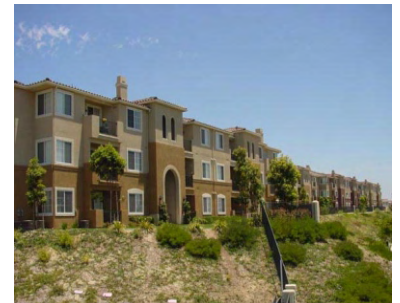
Low-Medium Residential

The Low-Medium Residential designation includes single-family detached dwelling units on medium-sized lots, as typically found in Chula Vista's existing single-family areas west of Interstate 805. Density for this designation ranges from 3.1 to 6 dwellings per gross acre.

Using a cluster development concept, other housing types could also be consistent with this designation, such as single-family attached units (townhouses, row homes, and patio homes) or smaller lot and zero-lot-line detached single-family dwellings. At an average of 3.3 persons per unit, population density in this designation would range from 10.2 to 19.8 persons per acre.

Medium Residential

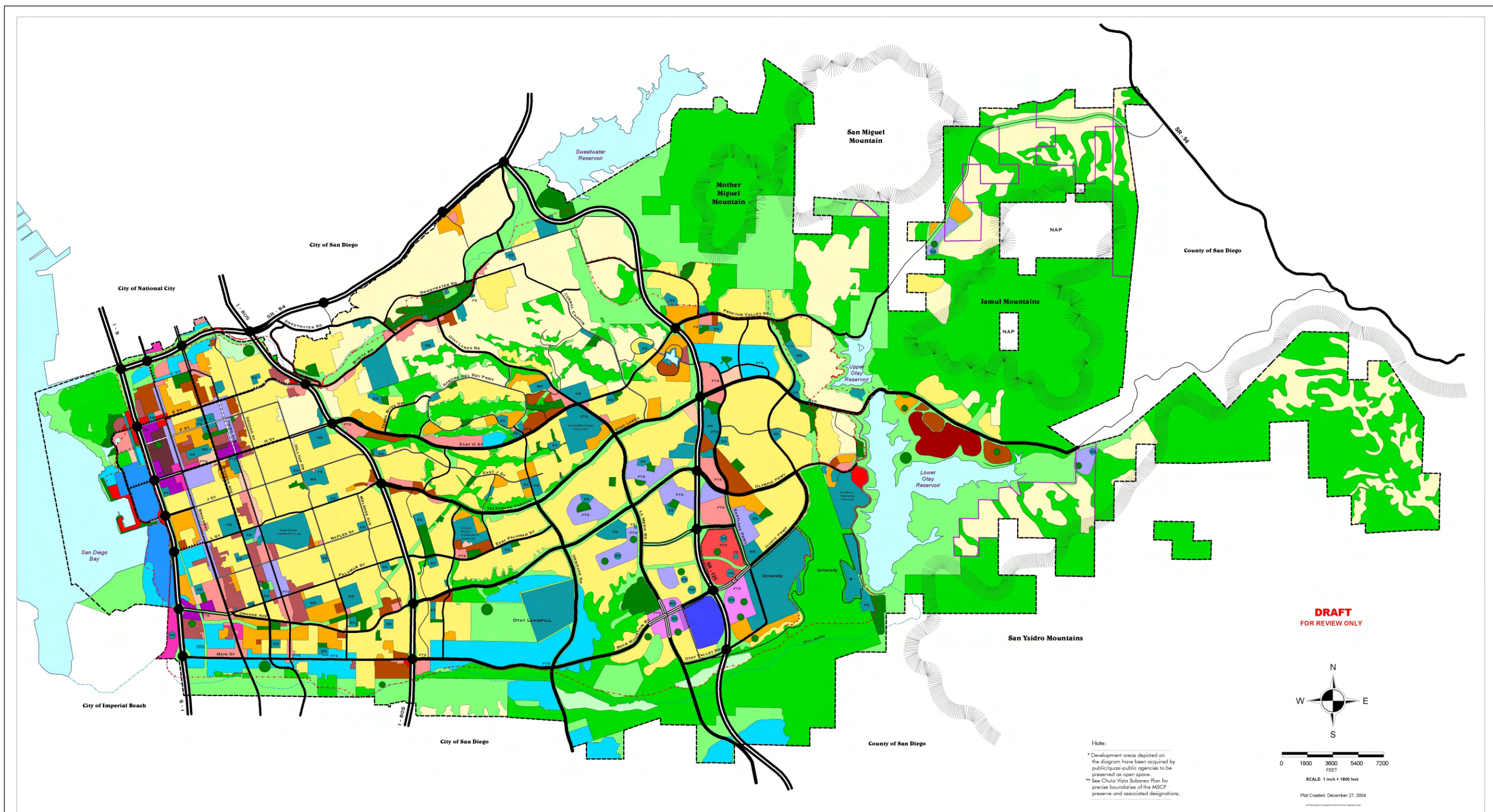
The Medium Residential designation is intended for single-family detached homes on smaller lots, zero-lot-line homes, patio homes, and attached units, such as duplexes and townhouses, with densities ranging from 6.1 to 11 dwelling units per gross acre. This category also includes mobile home parks. At an average of 2.5 persons per unit, population density in this designation would range from 15 to 27.5 persons per acre.



Medium-High Residential

The Medium-High Residential designation is intended for multi-family units such as townhouses and garden apartments, with densities ranging from 11.1 to 18 dwelling units per gross acre. This category
















General Plan Land Use Diagram



**CITY OF
CHULA VISTA**
GEOGRAPHIC INFORMATION SYSTEM
ADVANCE PLANNING SECTION
GENERAL PLAN DIAGRAM

LEGEND






LAND USE

RESIDENTIAL	du/ac	COMMERCIAL	MIXED USE	INDUSTRIAL
 Low	0-3	 Professional & Office	 Mixed Use Residential	 Research & Limited Industrial
 Low - Medium	3-6	 Commercial Retail	 Mixed Use Commercial	 General Industrial
 Medium	6-11	 Commercial Visitor	 Transit Focus Area	 Regional Technology Park
 Medium - High	11-18			
 High	18-27			
 Urban Core Residential	28-60			

OPEN SPACE, PARKS, &
PUBLIC / QUASI-PUBLIC

 Open Space-Active Recreation
 Open Space
 Open Space Preserve**
 Parks & Recreation
 Public & Quasi-Public
 Water
 Areas Acquired for Open Space*

SPECIAL PLAN AREAS















 Eastern Urban Center
 Resort
 Town Center
 Regional Technology Park Interface
 University Study Area

PUBLIC FACILITIES

HS High School
MS Middle School
ES Elementary School
CC Civic Center
FS Fire Station
L Library
TS Transit Station/Stop
FTS Future Transit Station/Stop



CIRCULATION SYSTEM

	Freeway or Tollway		Class I Collector
	Expressway (7 or 8 Lane)		Other Roads
	Prime Arterial (6 Lane)		
	Major Street (6 Lane)		
	Gateway Street (6 Lane)		
	Gateway Street (4 Lane)		
	Urban Arterial (4 Lane)		
	Commercial Boulevard (4 Lane)		
	Major Street (4 Lane)		
	Downtown Promenade (4 Lane)		
	Downtown Promenade (2 Lane)		
	Town Center Arterial		

**TABLE 5-4
GENERAL PLAN LAND USE DESIGNATIONS AND**

General Plan Land Use Designation	General Plan Density (number of dwelling units per gross acre)	General Plan Floor Area Ratio (FAR)	Applicable Zoning District
RESIDENTIAL			
Low	0 - 3	NA	R-E, R-1-10, R-1-15, PC
Low Medium	3 - 6	NA	R-1-7, R-2, PC,
Medium	6 - 11	NA	R-1-7, R-2, R-3, R-3-L, MHP
Medium High	11 - 18	NA	R-2, R-3, R-3-L, MHP
High	18 - 27	NA	R-3, R-3-M
Urban Core *	28 - 60	NA	TBD
COMMERCIAL			
Retail	NA	0.25 – 0.75	C-N, C-B, C-C, C-T
Visitor	NA	.25 – 1.5	C-V
Professional & Administrative	NA	.35 – 1.5	C-O
MIXED USE			
Mixed Use Commercial*	NA	*	*
Mixed Use Residential*	*	*	*
Mixed Use Transit Focus Area*	*	*	*
INDUSTRIAL			
Limited Industrial*	NA	0.25 – 0.5	I-L**
Research Technology Park*	NA	0.25 – 0.75	*
General Industrial	NA	0.25 – 0.5	I**
PUBLIC, QUASI PUBLIC AND OPEN SPACE			
Public/Quasi-Public	NA	NA	All zones
Parks and Recreation	NA	NA	All zones
Open Space	NA	NA	A, R-1
Open Space Preserve	NA	NA	TBD
Open Space Active Recreation	NA	NA	TBD
Water	NA	NA	TBD
SPECIAL			
Resort	TBD		PC
Specialty Conference Center	NA		PC

* New zoning district(s) is needed, which will include appropriate FARs and density.

** Existing zoning district to be amended.

NA = Not applicable

TBD = To be determined

LAND USE AND TRANSPORTATION ELEMENT

CHAPTER 5

also includes mobile home parks. At an average of 2.52 persons per unit, population density in this designation would range from 27.5 to 45 persons per acre.

High Residential

The High Residential designation is intended for multi-family units such as apartment and condominium-type dwellings in multiple-story buildings, with densities ranging from 18.1 to 27 dwelling units per gross acre. At an average of 2.52 persons per unit, population density in this designation would range from 45.3 to 67.5 persons per acre.

Three commercial designations allow for a variety of retail and professional uses.

Urban Core Residential

The Urban Core Residential designation is intended for the highest density, multi-family dwellings in an urban environment, with densities ranging from 27.1 to 60 dwelling units per gross acre. Development at the higher end of this designation is intended to expand the potential for residential development near to public transit, particularly along existing and planned transit corridors. Developments in this category should reflect high-quality design, with integrated transit access, and urban amenities, such as recreational or cultural features. Structured parking may be necessary. At an average of 2.5 persons per unit, population density in this designation would range from 67.8 to 150 persons per acre.

The intended densities within this designation are outlined in the Area Plans (Sections 8.0 to 11.0). The allowable density of Urban Core Residential development is linked to the provision of the desired amenities in order to establish the community's vision for a well-balanced urban environment.

4.8.3 Commercial Category

Three commercial designations allow for a variety of retail and professional uses. The intensity of development is measured using Floor Area Ratio (FAR). FAR is defined in the previous Section 4.7.2. Higher FARs generally indicate larger buildings and/or more stories, as shown on Figure 5-11.

Retail Commercial

The Retail Commercial designation is intended to allow a range of retail shopping and services, including neighborhood, community and regional shopping areas. This category may include limited thoroughfare retail and automobile-oriented services. The FAR for this category ranges from 0.25 to 0.75.



Visitor Commercial

The Visitor Commercial designation includes transient lodging, such as hotels and motels, restaurants, commercial recreation, and retail establishments. The FAR for this category ranges from 0.25 to 1.5.

Professional and Office Commercial

LAND USE AND TRANSPORTATION ELEMENT

CHAPTER 5

The Professional and Office Commercial designation is intended for business, professional and public office uses. Limited retail uses that support the nearby office employees are also permitted. Retail uses that predominantly serve residential neighborhoods or shoppers from outside the immediate area are excluded from this category. The FAR for this category ranges from 0.35 to 1.5.

There are three mixed use designations in the mixed use category: one for commercial mixed use and two for residential mixed use.

4.8.4 Mixed Use Category

There are three mixed use designations in the mixed use category: one for commercial mixed use and two for residential mixed use. Areas designated as mixed use are intended to function differently from typical patterns of single-zone land uses, such as an area of only office buildings. In mixed use areas, a variety of compatible land uses and activities are integrated to create a dynamic urban environment that serves as the activity center for the surrounding area.

There is variation in the intensity and density of mixed use designations for specific parts of the City, with residential densities ranging from 28 to 60 dwelling units per acre, and Floor Area Ratios ranging from FAR 1.0 to 4.0.

The allowable density and intensity of development in the mixed use is tied to the provision of necessary amenities to achieve the community's vision for a well-balanced urban environment. Further guidance regarding the desired character, density, and intensity of mixed use designated areas are provided in the Area Plans, Sections 8.0 - 11.0 of this element.

The Mixed Use Residential and Mixed Use Transit Focus Area (TFA) designations are intended to expand the potential for residential development with convenient access to major activity centers and to create new consumer markets in appropriate areas of the City. Both these designations allow residential to be mixed with office and/or retail uses.

Mixed Use Commercial

The Mixed Use Commercial designation allows for a mix of retail, business services, and office uses, but excludes residential. Ground floor uses are predominantly retail in order to promote pedestrian activity.

Mixed Use Residential

The Mixed Use Residential designation allows a mix of multi-family residential, retail shops, financial, business and personal services, restaurants, entertainment and office opportunities in a pedestrian-friendly environment. Ground floor uses are predominantly non-residential in order to promote pedestrian activity. Plan policies or the City's Zoning Ordinance may require certain uses, such as ground floor retail, in areas with this designation. Due to the more intense, compact nature of Mixed Use Residential development, these areas are typically served by transit service and other forms of transportation, including enhanced pedestrian



LAND USE AND TRANSPORTATION ELEMENT

CHAPTER 5

and bicycle travel. The Mixed Use Residential designation is intended to be less intense than development in the Mixed Use TFA.

Mixed Use Transit Focus Area

The Mixed Use Transit Focus Area designation is intended within approximately $\frac{1}{4}$ mile of existing and planned transit stations, and is intended for the highest intensity mixed use residential environment. This designation allows a mix of residential, office, and retail uses in an area that is pedestrian-friendly and has a strong linkage to provision of transit.

Three industrial land use designations provide opportunities to conduct research and development, manufacturing, warehousing, and limited automotive related endeavors.

4.8.5 Industrial Category

Three industrial land use designations provide opportunities in the City to conduct research and development, manufacturing, warehousing and limited automotive related endeavors.

Limited Industrial

The Limited Industrial designation is intended for light manufacturing, warehousing, auto repair, auto salvage yards, and flexible-use projects that combine these uses with associated office space. The FAR for this category ranges from 0.25 to 0.5.



Regional Technology Park

The Regional Technology Park designation is intended for research and development, along with the administrative and office space associated with such activity. The FAR for this category ranges from 0.25 to 0.75.

General Industrial

The General Industrial designation is intended to allow all uses identified for the “Research” and “Limited Industrial” categories, plus heavier manufacturing, large-scale warehousing, transportation centers and public utilities. This category also includes auto salvage yards. The FAR for this category ranges from 0.25 to 0.5.

4.8.6 Public and Quasi-Public, Parks, and Open Space

The following land use designations are provided to identify various lands used for public, quasi-public, recreation/parks, and open space uses.

Public and Quasi-Public

The Public and Quasi-Public designation depicts existing areas used by schools, churches, hospitals, civic centers, fire stations and libraries. When only a P or PQ symbol is used on the Land Use Diagram, without the PQ land use, it indicates the possible location of a future facility, rather than an existing use.

Parks and Recreation

The Parks and Recreation designation is intended for parks, sports fields, playgrounds, golf courses, and other passive and active recreation uses. The designation may also include community centers and urban parks.

Open Space

The Open Space designation is intended for lands to be protected from urban development, including floodplains, canyon, mountain, and agricultural uses. These lands may include unique natural conditions; provide scenic vistas; or are areas to be set aside that have potential exposure to hazards such as earthquakes, landslides, fires, floods, erosion, or even high levels of roadway noise. Passive recreation uses, such as trails, staging areas, scenic overlooks, and picnic areas, may occur within these areas.

Open Space Preserve

The Open Space Preserve designation is intended for areas designated within the Chula Vista Multiple Species Conservation Program (MSCP) Subarea Plan for the permanent conservation of biological resources. The various Preserve categories and locations of these lands are provided in the Chula Vista MSCP Subarea Plan.

Open Space – Active Recreation

The Open Space Active Recreation designation is intended for areas that are largely undeveloped and adjacent to or near other open space areas; do not contain significant sensitive plant or animal species or habitat; and due to locational characteristics, provide opportunities for public or private recreational activities, including but not limited to ball fields, tennis courts, outdoor campgrounds, golf driving ranges and limited commercially-related active recreation uses. Lands designated in the Chula Vista MSCP Subarea Plan for active and passive recreation uses are also included in this designation; however, at the

The Open Space designation is intended for lands to be protected from urban development, including floodplains, canyon mountain, and agricultural uses.



time that specific recreational uses are planned and developed, final hard-line active recreation areas will be determined based on updated biological data and application of the siting, criteria found in the Otay Ranch Resource Management Plan (RMP), the Otay Valley Regional Park (OVRP) Concept Plan, and the Chula Vista MSCP Subarea Plan.

Water

The Water designation is applied to bodies of water within the General Plan area, including San Diego Bay and the Otay Lakes.

4.8.7 Special Designations

Resort

The Resort designation identifies existing and potential locations for large-scale, destination-oriented resort facilities with a full range of resort-related services. Uses may include, but are not limited to: hotels and motels; resort-oriented commercial services; restaurants and retail shops; cultural arts centers; recreational uses; time-share residences; conference centers; and permanent residences. The specific density of use for resorts within this category shall be determined at the Sectional Planning Area Plan level, with consideration given to General Plan consistency, environmental impacts and other relevant factors.

Specialty Conference Center

This designation identifies the area consisting of the existing Birch Patrick Estate House in the East Planning Area, which is intended to be used privately and publicly as a conference center/community center.

Eastern Urban Center

This designation is applied to an area generally bounded by State Route 125, Birch Road, EastLake Parkway and the extension of Rock Mountain Road from State Route 125 to Eastlake Parkway, within the East Area Plan. The Eastern Urban Center (EUC) is a high-intensity, mixed use urban center that will serve eastern Chula Vista and the broader south county area, and will also function as the urban core for the Otay Ranch. It will contain residential densities that range from Medium-High to Urban Core residential, and a variety of integrated mixed use, commercial, cultural, public and office uses. Standards unique to the EUC, for both public and private uses, will be developed to create its distinct urban character.

4.9 Projected Population and Projected Land Use

Projected Population. At buildout in 2030, Chula Vista will accommodate a population of approximately 326,300, an increase of about 47 percent over the current 2004 estimated population of 222,300. This reflects an overall annual growth rate of about 1.8 percent over the next 26 years. The City's annual growth rate over the past 30 years was about 4.6 percent, not including the annexation of the inhabited Montgomery community in 1985, which included approximately 26,000 residents. Table 5.5 shows the current estimated and projected populations for Chula Vista by Planning Area. Additional historic population growth information can be found in Chapter 3, Section 3.1, Chula Vista in Perspective.

**TABLE 5-5
CHULA VISTA PROJECTED POPULATION IN 2030**

Planning Area	Year 2004*	Year 2030**
Bayfront***	0	2,500
Southwest	54,840	61,800
Northwest	58,860	74,900
East (incorporated area)	95,500	160,700
East (unincorporated area)****	13,100	27,000
TOTAL	222,300	326,900

*Source: Year 2004 population estimate derived from State DOF Jan. 1, 2004 estimate for the City of Chula Vista and 2000 Census for unincorporated area.

**Year 2030 population estimate derived using year 2000 Census and State DOF factors.

***Bayfront Year 2030 estimate based on adopted General Plan land uses; this number may change based on adoption of a Bayfront Master Plan.

****"East (unincorporated area)" includes the Sweetwater and East Otay Ranch Planning Subareas, with most of the growth occurring in the East Otay Ranch Planning Subarea

Projected Land Use. For the purpose of analyzing potential traffic and other effects of development, 2030 is the "horizon year" or limit of analysis for this General Plan. The acreages of the various land uses on the General Plan Land Use Diagram are presented in Table 5-6, General Plan Land Use Distribution in 2030. Table 5-7 shows the 2030 projections for number of dwelling units. For the purpose of projecting the 2030 development, this General Plan assumes a uniform FAR across areas containing multiple parcels; however, it is recognized that some parcels will be developed or redeveloped at higher FARs, while other parcels are already built out and will not be developed further. There may be some shifting of overall building intensity and residential density within Planning Districts. A monitoring program will be used to effectively track development as it occurs within each Planning District to ensure that the projected overall building intensity and residential density are not exceeded.

Further detail and the underlying assumptions used to derive the 2030 horizon year projections for development are found in Appendix section of this General Plan.

TABLE 5-6
GENERAL PLAN LAND USE DISTRIBUTION IN 2030 (ACREAGES)

General Plan Land Use Designation	Total General Plan Area	Bay-front	North-west	South-west	East	Unincorp. Sweet-water	Unincorp. Otay Ranch
RESIDENTIAL							
Low	6,972		64		1,555	2,453	2,900
Low Medium	8,200		1,354	1,401	4,927	307	211
Medium	1,201		187	288	622	32	72
Medium High	734		143	113	381		97
High	409	17	116	253	23		
Urban Core	84		84				
COMMERCIAL							
Retail	941	121	115	206	467	32	
Visitor	75	44	11	2	18		
Professional & Admin.	160	21	61	7	59	12	
MIXED USE							
Mixed Use Residential	743		174	80	439		50
Mixed Use Commercial	109		37	72			
Mixed Use Transit Focus Area	130		91	39			
INDUSTRIAL							
Limited Industrial	1,790	86	116	384	1,204		
Regional Technology Park	200				200		
General Industrial	218	218					
PUBLIC, QUASI PUBLIC AND OPEN SPACE							
Public/Quasi-Public	3,021	27	225	321	2,028	381	39
Parks and Recreation	931	60	73	106	573	88	31
Open Space	6,303	23	215	617	3,886	1099	463
Open Space Preserve	17,910	362	18	97	5,200	2,008	10,225
Open Space – Active Recreation	382		44		338		
Water	2,672	1,498				9	1,165
SPECIAL PLANNING AREA							
Eastern Urban Center	283				283		
Resort	275	45					230
Town Center	126				126		
OTHER*	4,553	98	866	829	2,291	408	61
TOTAL ACRES	58,422	2,620	3,994	4,815	24,620	6,829	15,544

*Streets, freeways, utility right-of-ways

**TABLE 5-7
GENERAL PLAN LAND USE IN 2030**

General Plan Land Use Designation	2030 Acres	2030 Dwelling Units
RESIDENTIAL		
Low	6,972	8,218
Low Medium	8,200	42,064
Medium	1,201	13,149
Medium High	734	11,161
High	409	13,213
Urban Core	84	3,830
COMMERCIAL		
Retail	941	
Visitor	75	
Professional & Office	160	
MIXED USE		
Mixed Use Residential	743	12,364
Mixed Use Commercial	109	
Mixed Use Transit Focus Area	130	4,067
INDUSTRIAL		
Limited Industrial	1,790	
Regional Technology Park	200	
General Industrial	218	
PUBLIC, QUASI PUBLIC AND OPEN SPACE		
Public/Quasi-Public	3,021	
Parks and Recreation	931	
Open Space	6,303	
Open Space Preserve	17,910	
Open Space - Active Recreation	382	
Water	2,672	
SPECIAL PLANNING AREA		
Eastern Urban Center	283	4,015
Resort	275	300
Town Center	126	2,741
OTHER*	4,553	
TOTAL	58,422	115,122

*Streets, freeways, utility right-of-ways